

CLAIMS

I claim:

1 1. An automated method for web ranking of bids, comprising
2 the steps of:

3 tracking Internet user activity generated to an Online
4 Marketing Media(OMM) and an advertiser's website when an Internet
5 user conducting a web-based search on the OMM enters at least one
6 search term relating to a service or product of the advertiser;

7 acquiring data relating to the Internet user activity;

8 sorting said data to remove duplicate information;

9 compiling a master data set from said data wherein data values are
10 arranged according to time of Internet user activity and a designated
11 primary key;

12 determining sufficiency of data based on specified
13 conditions;

14 calculating an acceptable new maximum bid for said search
15 term;

16 determining whether said maximum bid is a justified expense
17 for the advertiser in light of profit determining factors;

18 determining whether to maintain, modify, or remove a bid for
19 a search term;

20 retrieving information on competitor's bids;

21 identifying desired ranking;

22 preparing an insertion order with an appropriate bid for achieving
23 the desired ranking; and

24 automatically uploading the insertion order to the OMM.

1 2. The method of claim 1, wherein Internet user activity
2 generated to an OMM and an advertiser's website is tracked by the
3 OMM, the advertiser's website, and a tracking engine.

1 3. The method of claim 2, wherein said tracking engine
2 tracks the Internet user's activity by assigning a tracking URL
3 having a keycode embedded therein that identifies the OMM and a
4 search term which was used by the Internet user to access the
5 advertiser's listing.

1 4. The method of claim 3, wherein said primary key
2 comprises the keycode used in the tracking URL.

1 5. The method according to claim 1, further comprising the
2 steps of:

3 providing the advertiser's web site with content management
4 system software displaying a plurality of web pages containing
5 unique advertisements, each advertisement having a unique
6 telephone number published therein;

7 assigning a keycode to each telephone call received at the
8 telephone numbers published in the advertisements, the keycode
9 identifying the telephone number uniquely associated with the
10 advertisement;

11 recording data regarding receipt of each said telephone call
12 and purchase orders resulting therefrom in said master data set.

1 6. The method according to claim 5, wherein said recording
2 step is performed automatically by call center software.

1 7. The method of claim 1, wherein said step of acquiring
2 data relating to Internet user activity includes sending GET
3 requests at specified time intervals to the OMM, the tracking
4 engine, and the advertiser's web site.

1 8. The method of claim 1, further comprising maintaining a
2 database of a plurality of search terms relating to the
3 advertiser's service or product.

1 9. The method of claim 1, wherein the data set contains a
2 designated threshold value of visits and actions taken by the user
3 on the advertiser's website for fulfilling said specified
4 conditions for data sufficiency.

1 10. The method of claim 1, wherein said profit determining
2 factors comprise an expected return on advertising spend (ROAS)
3 value, a minimum acceptable return on advertising spend (ROAS)
4 value, a maximum return on advertising spend (ROAS) value, a
5 computational linguistics value of the search term, and the new
6 maximum acceptable bid value.

1 11. The method of claim 1, wherein said step of identifying
2 desired ranking includes identifying the highest competitor bid
3 which falls below the new maximum acceptable bid value.

1 12. The method of claim 1, wherein the step of preparing
2 insertion order with appropriate bid for achieving the desired
3 ranking includes entering a bid that is a minimal value above the
4 highest competitor bid which falls below the new maximum
5 acceptable bid value.

1 13. A computerized method for managing online banner
2 advertising, comprising the steps of:
3 tracking Internet user activity generated to an OMM and an
4 advertiser's website when an Internet user clicks on a banner
5 advertisement published on an Online Marketing Media (OMM) web
6 site;;
7 acquiring data relating to the Internet user activity;
8 sorting said data to remove duplicate information;
9 compiling a master data set from said data wherein data values are
10 arranged according to time of Internet user activity and a designated
11 primary key;
12 determining sufficiency of data based on specified
13 conditions;
14 computing a return on advertising spent for the published
15 advertisement;
16 comparing the return on advertising spent to a predetermined
17 limit; and

18 automatically sending a notice of cancellation of the
19 advertisement to the OMM when the return on advertising spent is
20 less than the predetermined limit.